

Fig. 1

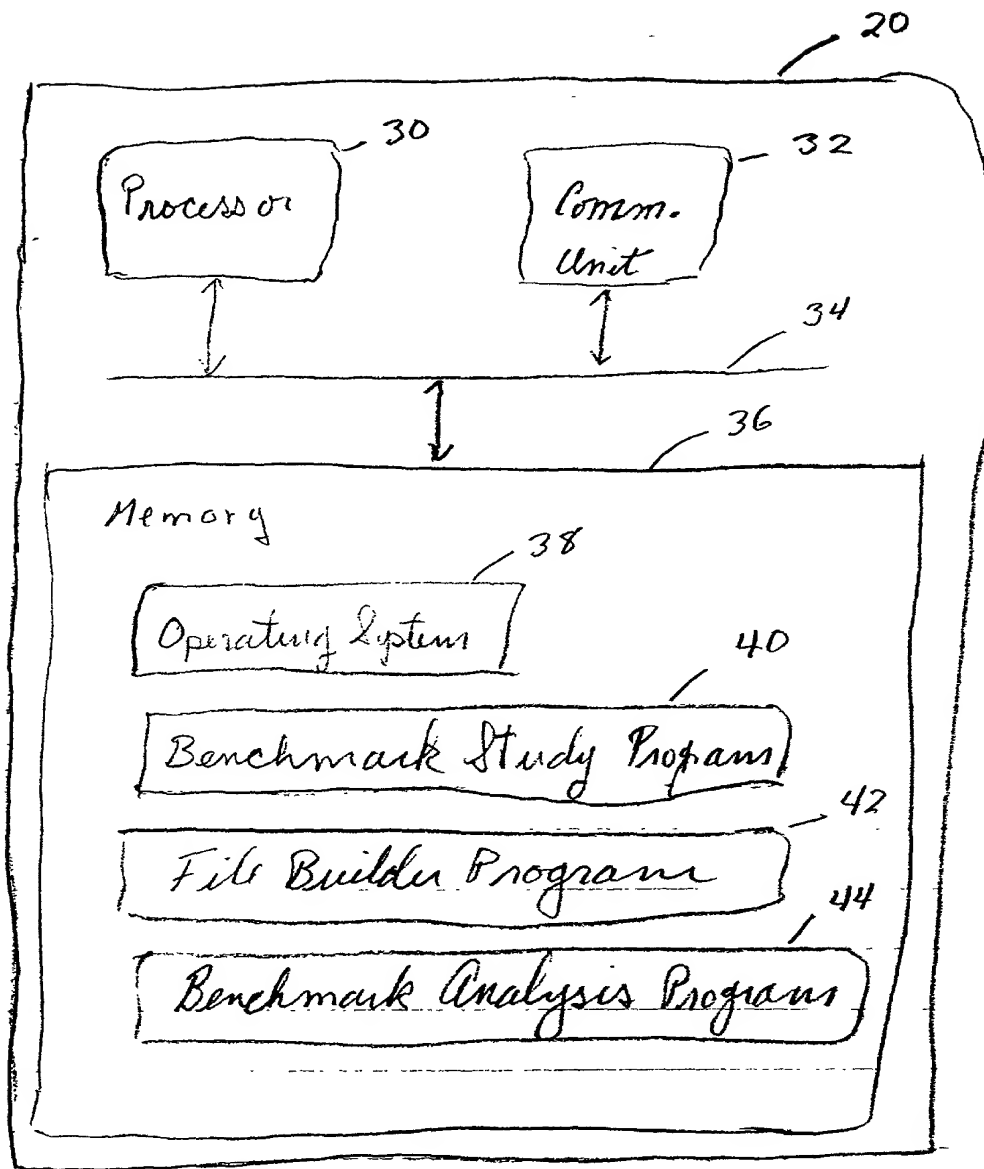


Fig. 2

• Industrial Classification

- 46 ↙
- a. In the remainder of this survey, your corporation will be considered to be a player primarily in the industry that you select below. Please use this industry as the reference in your responses throughout this questionnaire. This will assure that benchmark comparisons of firms within a given industry are valid. What is the primary industry for your enterprise?

48 ↘

Apparel, Textile, Furniture Manufacturing
Building Supplies/Materials, Glass Manufacturing
Computers, Office Equipment Manufacturing
Consumer Products Manufacturing
Electronic & Electric Equipment Manufacturing
Heavy Equipment Manufacturing
Food & Beverages Manufacturing
Metals Manufacturing
Rubber & Plastic Products Manufacturing
Paper & Paperboard Manufacturing
Telecommunication Equipment Manufacturing
Tobacco Manufacturing
Manufacturing (all other)
Advertising, Marketing
Aerospace
Banks/Savings Institutions
Chemicals
Consulting: Management Consulting & Systems Integration
Consulting: Outsource Provider & Service
Defense

- b. How many years has your corporation been a player in the industry you selected above?

Fig 3

• **Employees**

a. How many permanent employees did your corporation have, on average, over the past year?

52 →

Average: 29,984.5 (47 Responses)

b. Did your corporation provide information, administrative services, or knowledge sharing capabilities to any of these employees online [i.e., through an Internet site or an Intranet] during the past year?

54 →

56 → ☐ Yes

58 → ☐ No

Fig 4

From the list of possible business areas in the list box below, please select those which are important for your corporation and add them to the box on the right. If there are important areas of your business not listed here, please add them to this list. In the next question, you will be using this list to assess how your eBusiness efforts in each business area compare to other enterprises in your corporation's industry.

Business areas

62 →

- Business Development
- Central Web Development
- Customer Service
- Enterprise Senior Management
- Finance/Accounting
- Human Resources
- Information Technology
- Legal
- Logistics
- Marketing
- Operations (e.g. manufacturing, services)
- Process Improvement/Quality
- Procurement
- Research & Development
- Sales

68 → Add a business area not in the above list

Business areas important

66 →

64 →

70 →

Fig 5

For each of your SBU's business areas listed below, indicate its relative importance to the overall success of the SBU by distributing exactly 100 points across all of the areas. Then assess how your eBusiness efforts in that area compare to other enterprises in your SBU's industry.

Business Area	Importance	Below industry levels	Same as the rest of industry	Above industry levels	Don't Know
Business Development					
Customer Service					
Human Resources					
My own item added					

Fig. 6

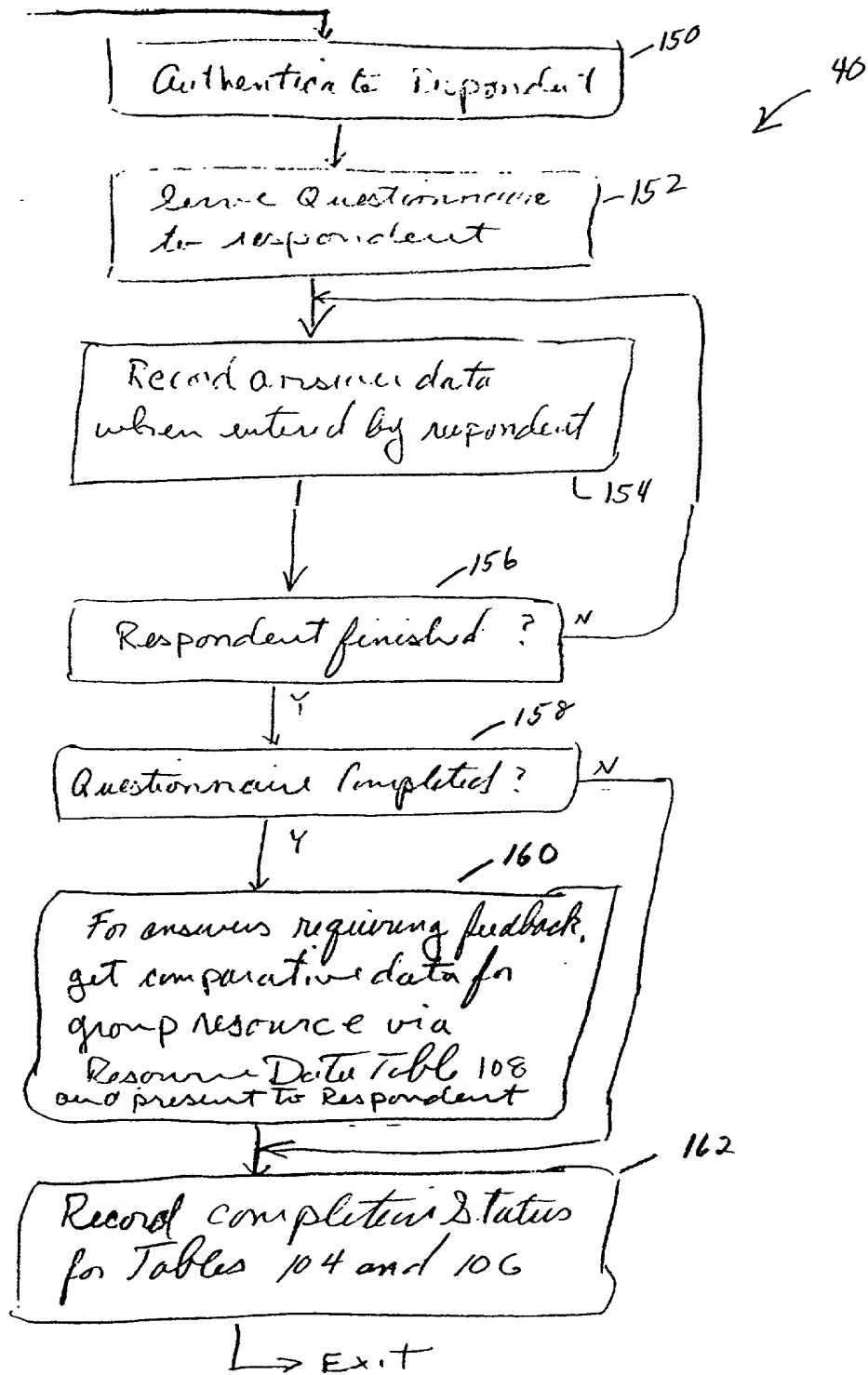


Fig 7

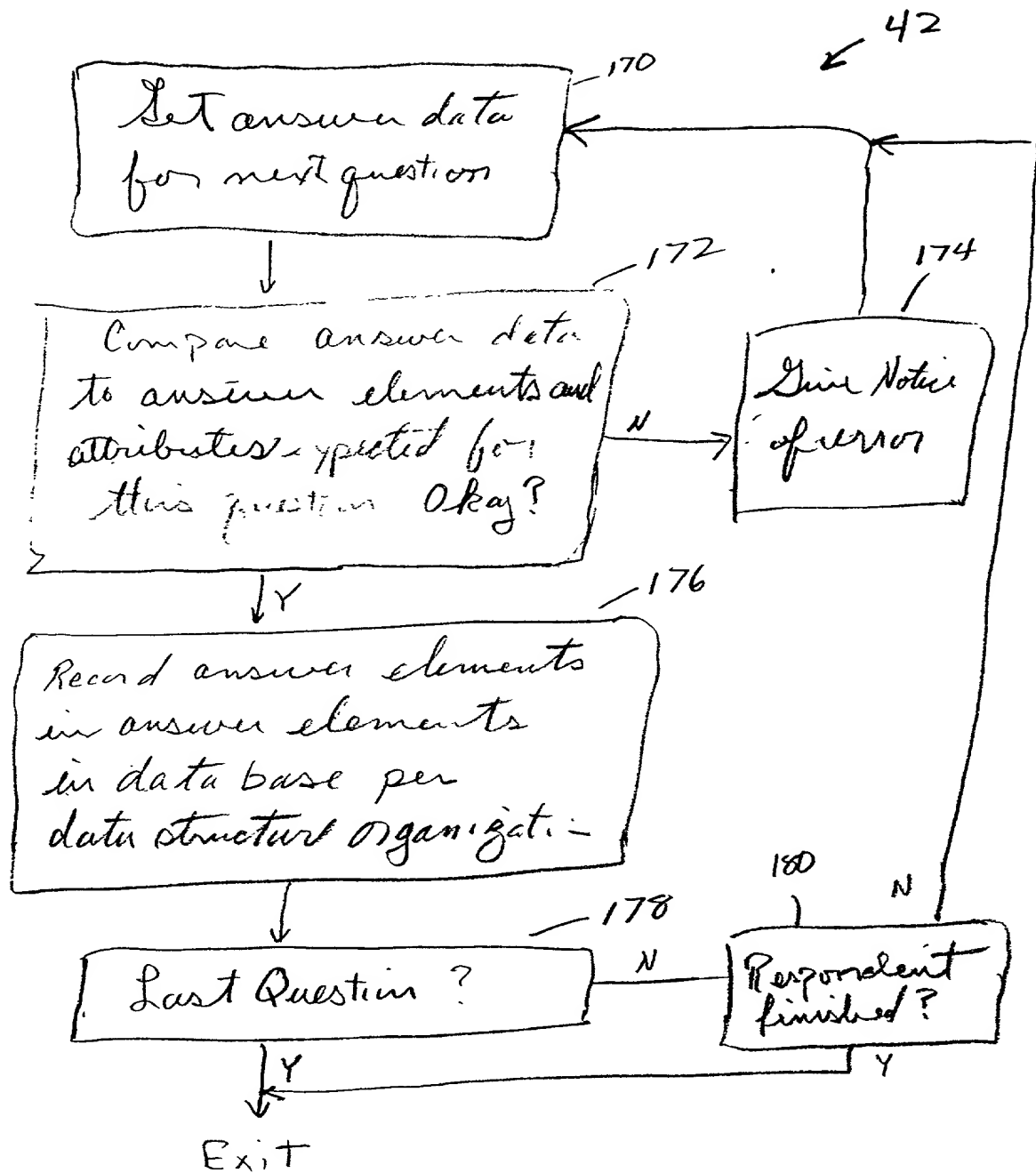
[illegible]

Fig. 8

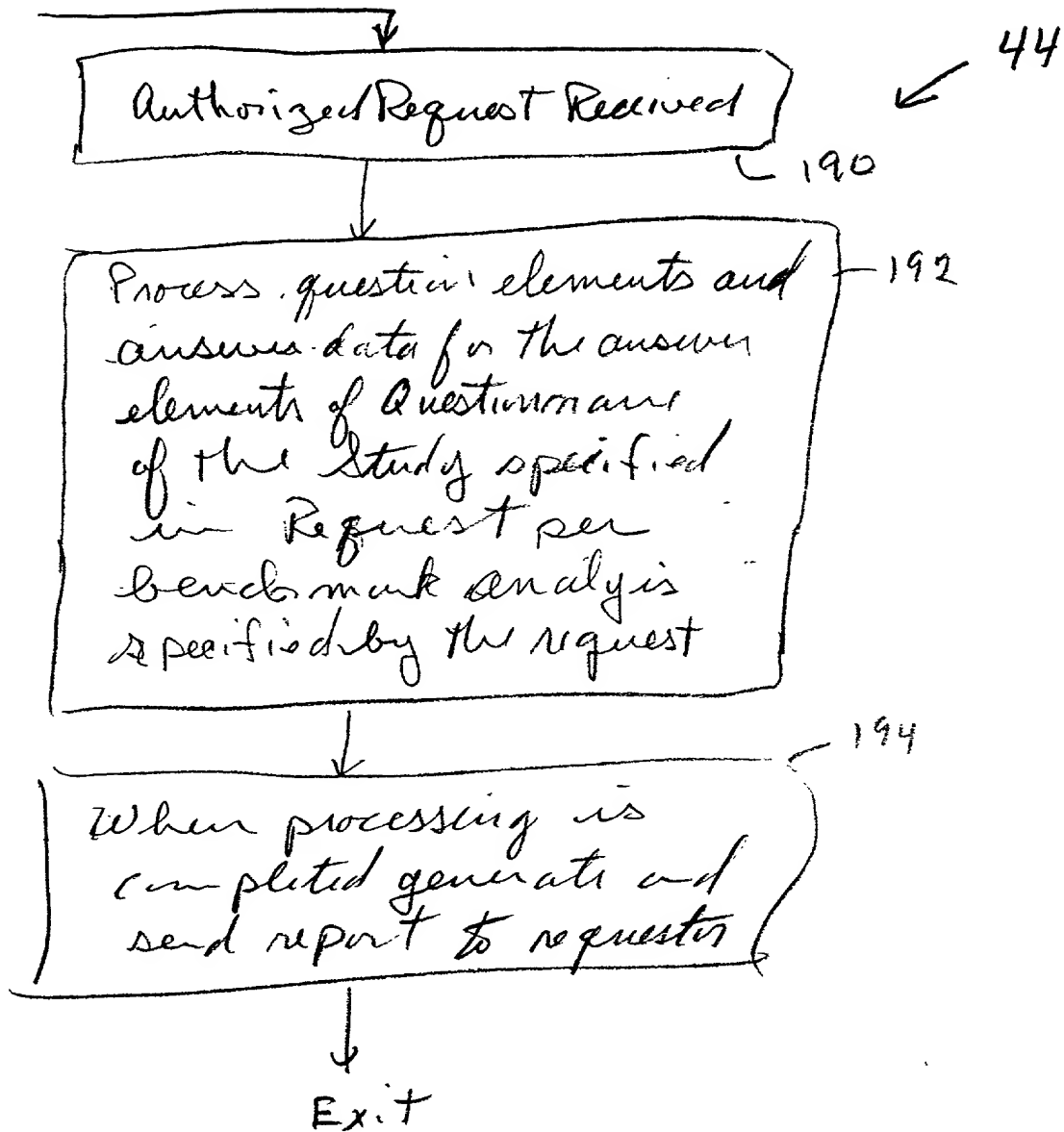


Fig. 9

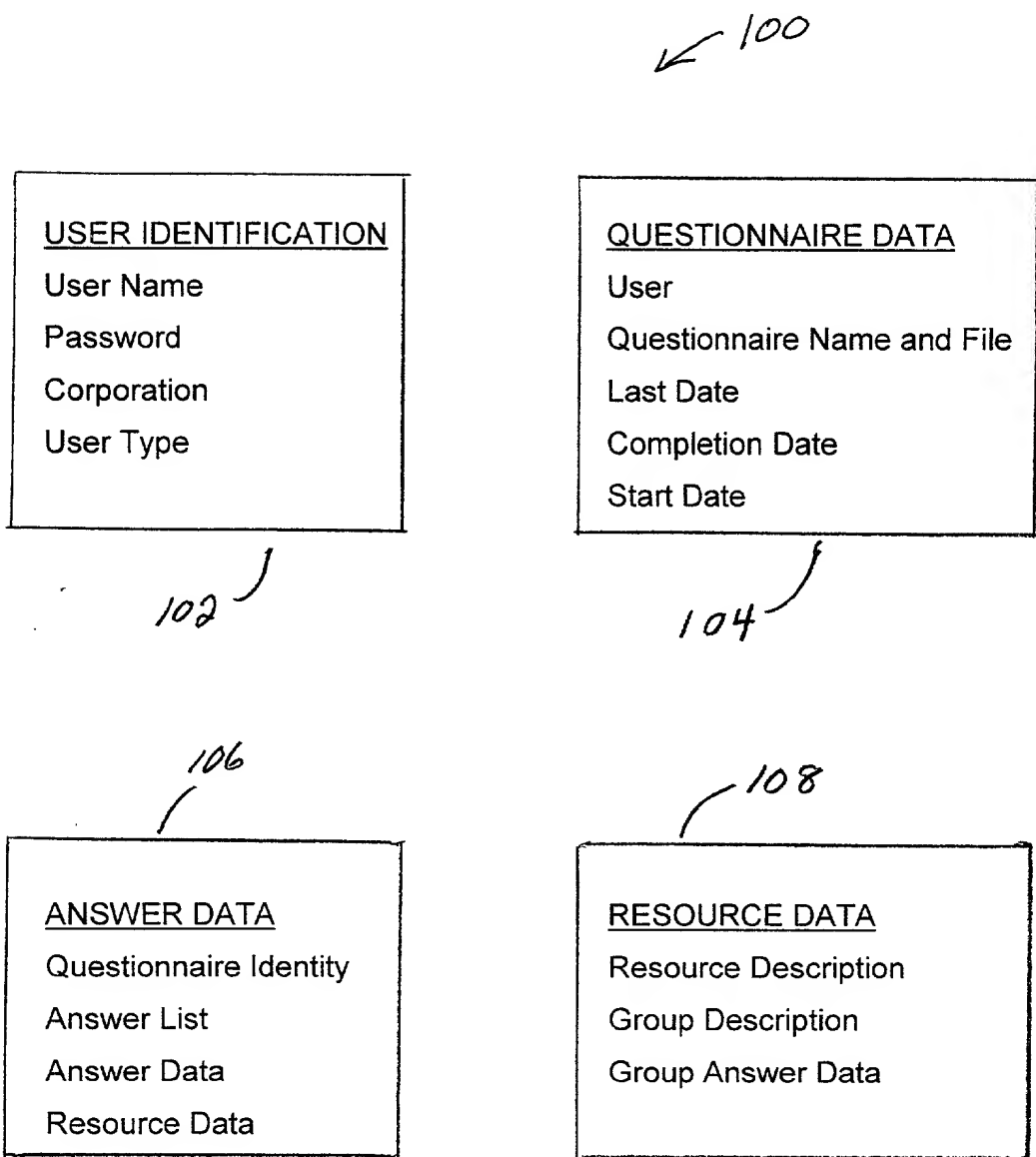


Fig. 10